TH ANNUAL BASIC ECONOMIC DEVELOPMENT COURSE
University of North Carolina at Chapel Hill
School of Government
August 6-9, 2007

Course Schedule

All course-related activities at the School of Government will be held in Classroom #2601.

Monday, August 6

11:30 - 1:00 pm  Registration and light lunch available

1:00 - 1:30 pm  WELCOME AND ORIENTATION
Jonathan Morgan, Assistant Professor
UNC School of Government

1:30 - 3:00 pm  TRENDS IN ECONOMIC DEVELOPMENT
J. Mac Holladay, President
Market Street Services, Inc.

3:00 - 3:15 pm  Break

3:15 - 4:15 pm  STRATEGIC PLANNING (Part I)
Jon Roberts, Managing Director
TIP Strategies, Inc.

4:15 - 4:30 pm  Break

4:30 - 5:30 pm  STRATEGIC PLANNING (Part II)
Jon Roberts, Managing Director
TIP Strategies, Inc.

5:30 - 7:30 pm  NETWORKING RECEPTION

Tuesday, August 7

8:00 - 8:30 am  Breakfast

8:30 - 10:00 am  RESEARCH AND ANALYSIS IN ECONOMIC DEVELOPMENT
Jonathan Morgan, Assistant Professor
UNC School of Government

10:00 - 10:15 am  Break
35th Annual Basic Economic Development Course
University of North Carolina at Chapel Hill
School of Government
August 6-9, 2007

Course Schedule

Tuesday, August 7 - continued

10:15 - 11:45 am  BUSINESS ATTRACTION: MARKETING YOUR COMMUNITY
Ted Abernathy, Executive Vice President
Research Triangle Regional Partnership

11:45 - Noon  Group Photo

12:00 - 1:00 pm  Lunch

1:00 - 2:30 pm  BUSINESS ATTRACTION: THE SITE SELECTION PROCESS
Kate McEnroe
Kate McEnroe Consulting

2:30 - 2:45 pm  Break

2:45 - 3:45 pm  BUSINESS RETENTION AND EXPANSION (Part I)
Crystal Morphis, Managing Partner
Sanford Holshouser Business Development Group

3:45 - 4:00 pm  Break

4:00 - 5:00 pm  BUSINESS RETENTION AND EXPANSION (Part II)
Crystal Morphis, Managing Partner
Sanford Holshouser Business Development Group

Wednesday, August 8

8:00 - 8:30 am  Breakfast

8:30 - 9:30 am  FINANCING ECONOMIC DEVELOPMENT PROJECTS (Part I)
Pat Thomson, Director
National Development Council

9:30 - 9:45 am  Break
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Wednesday, August 8 - continued

9:45 - 10:45 pm  FINANCING ECONOMIC DEVELOPMENT PROJECTS (Part II)
Pat Thomson, Director
National Development Council

10:45 - 11:00 am  Break

11:00 - 12:00 pm  REAL ESTATE DEVELOPMENT AND REUSE (Part I)
Emil Malizia, Professor
UNC Department of City and Regional Planning

12:00 - 1:00 pm  Lunch

1:00 - 2:00 pm  REAL ESTATE DEVELOPMENT AND REUSE (Part II)
Emil Malizia, Professor
UNC Department of City and Regional Planning

2:00 - 2:15 pm  Break

2:15 - 3:15 pm  ENTREPRENEURSHIP AND BUSINESS CREATION (Part I)
Don Betts, Program Director
Georgia Tech Enterprise Innovation Institute

3:15 - 3:30 pm  Break

3:30 - 4:30 pm  ENTREPRENEURSHIP AND BUSINESS CREATION (Part II)
Don Betts, Program Director
Georgia Tech Enterprise Innovation Institute

Thursday, August 9

8:00 - 8:30 am  Breakfast

8:30 - 9:30 am  WORKFORCE DEVELOPMENT (Part I)
Mark Troppe, Manager, Strategic Partnerships
NIST Manufacturing Extension Partnership
Thursday, August 9 – continued

9:30 - 9:45 am  Break

9:45 - 10:45 am  WORKFORCE DEVELOPMENT (Part II)
Mark Troppe, Manager, Strategic Partnerships
NIST Manufacturing Extension Partnership

10:45 - 11:00 am  Break

11:00 - 12:00  COMMUNITY DEVELOPMENT (Part I)
Anita Brown-Graham, Director
North Carolina State University
Institute for Emerging Issues

12:00 - 1:00 pm  Lunch

1:00 - 2:00 pm  COMMUNITY DEVELOPMENT (Part II)
Anita Brown-Graham, Director
North Carolina State University
Institute for Emerging Issues

2:00 - 2:15 pm  Break

2:15 - 3:15 pm  MANAGING ECONOMIC DEVELOPMENT ORGANIZATIONS I
Ronnie Bryant, President & CEO
Charlotte Regional Partnership

3:15 - 3:30 pm  Break

3:30 - 4:30  MANAGING ECONOMIC DEVELOPMENT ORGANIZATIONS II
Ronnie Bryant, President & CEO
Charlotte Regional Partnership

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